



CASE STUDY

EnventU grew 155% with fundraising software and personalized coaching.



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Latoya Lewis, founder and executive director of EnventU, was drowning in spreadsheets. With all of her fundraising data scattered in Excel files, keeping up with donors was a difficult task. **It wasn't easy to see donor history or send personalized fundraising appeals, and she felt that she was wasting time on administrative tasks that could have been spent advancing her cause.**

Latoya chose to invest in her organization by switching to the Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good). Along with the all-in-one fundraising solution, Latoya got started with a fundraising coach to provide personalized, one-on-one lessons in fundraising.

“Bonterra really does care about our mission and making sure we succeed. The onboarding process was very easy and my professional fundraising coach has been invaluable.”

— Latoya Lewis, founder and executive director, EnventU

Guided Fundraising quickly became a part of EnventU's day-to-day operations. Latoya loved the ability to see the big picture of her organization's donor engagement. **She was able to view insights from one GivingTuesday to the next, identify lapsed donors, and quickly thank supporters—all in one seamless dashboard.**

Latoya's favorite part of working with Bonterra was her fundraising coach. Through regular one-on-one sessions with a fundraising expert, she became a more confident

fundraiser. Latoya's coach talked to her about EnventU's fundraising approach, provided guidance and suggestions, helped her navigate her new donor management system, and answered any and all questions.

“ Guided Fundraising has been instrumental in making me feel more comfortable as a fundraiser.”

By switching from a spreadsheet to fundraising software, Latoya was free to spend more time on her true passion – growing EnventU so that the organization can open career pathways to more of Washington, DC's youth.

Since switching to Guided Fundraising, EnventU has grown 155%. Last year, EnventU expanded its programming, grew its donor base, and provided more real-world job experience than ever before.



Ready to make the switch to simpler, smarter software?
[Contact us today!](#)